

ABSTRACT

Advertisements or other announcements are transmitted from a head end to a user through a *Global Positioning System* (GPS) enabled or other location-aware portable device. The device also transmits locational and temporal information back to the head end. The system gathers data pertaining to the effectiveness of advertisements being communicated to the user, for example, it can be determined if the user visited the advertised business premises after listening to or watching a particular advertisement. Such gathered data allows advertisers to measure the direct impact of their advertisements.